International Marketing, 18e **(Cateora)**
Chapter 8 Developing a Global Vision through Marketing Research

1) In the context of problem definition in international marketing research, the environments within which the research tools are applied are often different in foreign markets.

Answer: TRUE
Explanation: An unfamiliar environment tends to cloud problem definition. Researchers either fail to anticipate the influence of the local culture on the problem or fail to identify the self-reference criterion and therefore treat the problem definition as if it were in the researcher's home environment.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

2) The marketing research process should begin with the determination of the sources of information to fulfill the research objectives.

Answer: FALSE
Explanation: The marketing research process should begin by defining the research problem and establishing research objectives.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

3) Data that has already been collected by some other agency are known as secondary data.

Answer: TRUE
Explanation: Secondary data is collected by an independent agency or individual other than the firm conducting research.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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4) Commercial sources, trade associations, management groups, and state and local governments are good sources of primary data for a researcher.

Answer: FALSE
Explanation: Commercial sources, trade associations, management groups, and state and local governments are secondary data sources of detailed U.S. market information. Secondary data is collected by an independent agency or individual other than the firm conducting research.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-02 The problems of availability and use of secondary data.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

5) One of the reliability problems faced by a marketing researcher who seeks to do secondary research in a foreign market is that official statistics are sometimes too optimistic.

Answer: TRUE
Explanation: In the case of secondary research, one of the problems associated with such a data source is that official statistics are sometimes too optimistic, reflecting national pride rather than practical reality, while tax structures and fear of the tax collector often adversely affect data.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-02 The problems of availability and use of secondary data.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

6) Less developed countries are particularly prone to being both overly optimistic and unreliable in reporting relevant economic data about their countries.

Answer: TRUE
Explanation: Although not unique to them, less developed countries are particularly prone to being both overly optimistic and unreliable in reporting relevant economic data about their countries.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-02 The problems of availability and use of secondary data.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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7) Checking the consistency of one set of secondary data with other valid data is not an effective way of judging validity.

Answer: FALSE
Explanation: Checking the consistency of one set of secondary data with other data of known validity is an effective and often-used way of judging validity.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-03 Sources of secondary data.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

8) Data collected specifically for a particular research project at hand is known as secondary data.

Answer: FALSE
Explanation: The data collected specifically for a particular research project at hand is known as primary data.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

9) In quantitative research, if questions are asked, they are almost always open-ended or in-depth.

Answer: FALSE
Explanation: In quantitative research, usually a large number of respondents are asked to reply either verbally or in writing to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

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10) The most often used form of qualitative questioning is the survey questionnaire that contains questions with a set of choices from which respondents select their responses.

Answer: FALSE
Explanation: The most often used form of qualitative questioning is the focus group interview. Qualitative research seeks to interpret what the people in the sample are like—their outlooks, their feelings, the dynamic interplay of their feelings and ideas, their attitudes and opinions, and their resulting actions.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

11) Quantitative research is helpful in revealing the impact of sociocultural factors on behavior patterns and in developing research hypotheses that can be tested in subsequent studies.

Answer: FALSE
Explanation: *Qualitative* research is helpful in revealing the impact of sociocultural factors on behavior patterns and in developing research hypotheses that can be tested in subsequent studies designed to quantify the concepts and relevant relationships uncovered in qualitative data collection.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

12) If secondary data sources don't answer a researcher's questions adequately, primary data should be collected.

Answer: TRUE
Explanation: If, after seeking all reasonable secondary data sources, research questions are still not adequately answered, a market researcher must collect primary data—that is, data collected specifically for the particular research project at hand.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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13) When respondents are able to recognize the usefulness and value of a product or concept, they will be better able to express their attitudes and opinions.

Answer: TRUE
Explanation: The ability to express attitudes and opinions about a product or concept depends on a respondent's ability to recognize the usefulness and value of such a product or concept. It is difficult for a person to formulate needs, attitudes, and opinions about goods whose use may not be understood, that are not in common use within the community, or that have never been available.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

14) Most problems in collecting primary data in international marketing research stem from the excessive cost of primary research in these markets.

Answer: FALSE
Explanation: Most problems in collecting primary data in international marketing research stem from cultural differences among countries and range from the inability or unwillingness of respondents to communicate their opinions to inadequacies in questionnaire translation.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

15) Completion rates on questionnaires can be hampered by a culture that places a higher value on privacy.

Answer: TRUE
Explanation: The incentives for completion of questionnaires will also vary across cultures—some that may work in the United States will not in other countries, particularly in those that place a higher value on privacy.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Diversity
Accessibility: Keyboard Navigation

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16) Sampling cannot be used if there is a lack of social and economic information.

Answer: FALSE
Explanation: The adequacy of sampling techniques is affected by a lack of detailed social and economic information. But a lack of detailed information does not prevent the use of sampling; it simply makes it more difficult.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

17) In international marketing, the greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples.

Answer: TRUE
Explanation: In international marketing, the greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. If current, reliable lists are not available, sampling becomes more complex and generally less reliable.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

18) The most universal survey research problem in foreign countries is fear of government reprisal.

Answer: FALSE
Explanation: The most universal survey research problem in foreign countries is the language barrier. Differences in idiom and the difficulty of exact translation create problems in eliciting the specific information desired and in interpreting the respondents' answers.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

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19) The parallel method of translation is typically inaccurate because of commonly used idioms in both languages involved in the translation.

Answer: FALSE
Explanation: Back translations may not always ensure an accurate translation because of commonly used idioms in both languages. Parallel translation is used to overcome this problem.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

20) A review of the different approaches to multicountry research suggests that the ideal approach is to have local researchers in each country, with close coordination and networking between the client company and the local research companies.

Answer: TRUE
Explanation: Networking among companies, even competing ones, through strategic alliances can be important in the research and development effort. This cooperation is important at all stages of the research project, from research design to data collection to final analysis.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

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21) When Sophia created her questionnaire on Paris fashions, she created it in English, then it went through a successive process of translation into French and retranslation into English, each time by a different translator. This process continues to be repeated until an English version can be translated into French by a different translator, into the same English. This process is known as decentering.

Answer: TRUE
Explanation: Decentering is a hybrid of back translation. It is a successive process of translation and retranslation of a questionnaire, each time by a different translator. The process continues to be repeated until an English version can be translated into French and back translated, by a different translator, into the same English.
Difficulty: 2 Medium
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Apply
AACSB: Communication
Accessibility: Keyboard Navigation

22) Businesspeople in Japan tend to respond to mail surveys at a higher rate than businesspeople in the U.S.

Answer: FALSE
Explanation: Japanese businesspeople as compared to their American counterparts tend not to respond to mail surveys.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Diversity
Accessibility: Keyboard Navigation

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23) Observational research on the Internet typically excludes monitoring of chat rooms, blogs, and personal websites to assess consumers' opinions about products and services for privacy reasons.

Answer: FALSE
Explanation: Observational research on the Internet, also known as netnography, involves systematic monitoring of chat rooms, blogs, and personal websites to assess consumers' opinions about products and services.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Technology
Accessibility: Keyboard Navigation

24) Easy accessibility of volumes of secondary data is the biggest advantage the Internet now provides to international marketing researchers.

Answer: TRUE
Explanation: Today the real power of the Internet for international marketing research is the ability to easily access volumes of secondary data. These data have been available in print form for years, but now they are much easier to access and, in many cases, are more current.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Technology
Accessibility: Keyboard Navigation

25) Two methods of forecasting demand are particularly suitable for international marketers: probabilistic forecasting and reference-class forecasting.

Answer: FALSE
Explanation: Given the greater uncertainties and data limitations associated with foreign markets, two methods of forecasting demand are particularly suitable for international marketers: *expert opinion* and *analogy*.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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26) As a marketing researcher for his company, Rashid was tasked with determining the market size and growth rate of the company's new target market in a foreign country. He polled the sales manager for a similar company in the country, gathered information from government sources, and talked to his domestic manager. Rashid was using triangulation to help forecast demand.

Answer: TRUE
Explanation: The key in using expert opinion to help forecast demand is triangulation, that is, comparing estimates produced by different sources. *Triangulation* is a term borrowed from naval charting meaning using at least three differing measures of the same concept to verify the accuracy of any one method.
Difficulty: 2 Medium
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Apply
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

27) It is helpful for a foreign market researcher to have a skeptical attitude in handling both primary and secondary data.

Answer: TRUE
Explanation: The foreign market researcher must possess three talents to generate meaningful marketing information. One of those is a skeptical attitude in handling both primary and secondary data. The other two are a high degree of cultural understanding and creative talent.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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28) Centralization of the marketing research function in the parent country ensures that the field personnel and resident managers in the foreign country have more intimate knowledge of the subtleties of the market.

Answer: FALSE
Explanation: The advantage to *decentralization, not centralization,* of the marketing research function is that control rests in hands closer to the market. Field personnel, resident managers, and customers generally have more intimate knowledge of the subtleties of the market and an appreciation of the diversity that characterizes most foreign markets.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

29) The ideal approach to multicountry marketing research is to have local researchers in each country, with close coordination and networking between the client company and the local research companies.

Answer: TRUE
Explanation: A comprehensive review of the different approaches to multicountry research suggests that the ideal approach is to have local researchers in each country, with close coordination and networking between the client company and the local research companies.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

30) In Japan, the public, face-saving truth is referred to as *honne*.

Answer: FALSE
Explanation: *Tatemae* is the public, face-saving truth, whereas *honne* is the factual truth, irrespective of the damage it might do to the all-important social relationships within and between Japanese companies.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-06 Using international marketing research.
Bloom's: Remember
AACSB: Diversity
Accessibility: Keyboard Navigation

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31) _____ is traditionally defined as the systematic gathering, recording, and analyzing of data to provide information useful to marketing decision making.
A) Marketing reach
B) Market skimming
C) Marketing research
D) Marketing exposure
E) Target marketing

Answer: C
Explanation: Marketing research is traditionally defined as the systematic gathering, recording, and analyzing of data to provide information useful to marketing decision making.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

32) Unisys Corporation's international marketing research calls for collecting and assessing various types of information. Which of the following types of information is Unisys Corporation most likely to be interested in if it gathers information related to profitability for the division's products, inflation, business cycle trends, and the like?
A) economic and demographic data
B) cultural, sociological, and political climate
C) overview of market conditions
D) summary of the technological environment
E) competitive situation

Answer: A
Explanation: Companies are most likely to gather information related to profitability for the division's products, inflation, business cycle trends, and the like, when they are interested in economic and demographic information related to a country.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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33) Which type of information is Unisys Corporation most likely to be interested in if it gathers information related to ecology, safety, and leisure time and their potential impacts on the division's business?
A) economic and demographic data
B) cultural, sociological, and political climate
C) overview of market conditions
D) summary of the technological environment
E) competitive situation

Answer: B
Explanation: Companies are most likely to gather information related to ecology, safety, and leisure time and their potential impacts on the division's business when they are interested in the cultural, sociological, and political climate.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

34) Which type of information is Unisys Corporation most likely to be interested in if it conducts a general noneconomic review of conditions affecting the division's business, such as ecology and leisure time?
A) monetary and demographic data
B) cultural, sociological, and political climate
C) overview of market conditions
D) summary of the technological environment
E) competitive situation

Answer: B
Explanation: Companies are most likely to conduct a general noneconomic review of conditions affecting the division's business when they are interested in the cultural, sociological, and political climate.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
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35) What should an organization do once it has determined the sources of information to fulfill the marketing research objectives?
A) Gather the relevant data from secondary or primary sources, or both.
B) Analyze, interpret, and summarize the information gathered.
C) Consider the costs and benefits of the research effort.
D) Effectively communicate the results to decision makers.
E) Conduct surveys and in-depth interviews with the respondents.

Answer: C
Explanation: After an organization has determined the sources of information to fulfill the research objectives, it should consider the costs and benefits of the research effort.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

36) Bessie has decided to pursue a marketing research effort to acquire information before her company makes a strategic relocation move to the West Coast. What would be the first step that Bessie (and the marketing researchers) should take as she embarks on the research effort?
A) Define the research problem and establish research objectives.
B) Analyze, interpret, and summarize the results.
C) Determine the sources of information to fulfill the research objectives.
D) Consider the costs and benefits of the research effort.
E) Gather relevant data from secondary or primary sources, or both.

Answer: A
Explanation: In this case, while embarking on her research effort, Bessie should first define the research problem and establish research objectives.
Difficulty: 2 Medium
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Apply
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

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37) What is the first step of the marketing research process?
A) determining the sources of information to fulfill the research objectives
B) analyzing, interpreting, and summarizing the results
C) defining the research problem and establishing research objectives
D) considering the costs and benefits of the research effort
E) gathering the relevant data from secondary or primary sources, or both

Answer: C
Explanation: The first step of the market research process is to define the research problem and establish research objectives.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

38) Hal and his team have undertaken a marketing research study to help his company expand in the eastern European region. Which marketing research step is most likely to be the last step in Hal's research effort?
A) defining the research problem and establishing research objectives
B) analyzing, interpreting, and summarizing the results
C) effectively communicating the results to the decision makers
D) considering the costs and benefits of the research effort
E) gathering the relevant data from secondary or primary sources, or both

Answer: C
Explanation: Hal and his team are likely to communicate the results of the research study to the decision makers as the last step in the marketing research process.
Difficulty: 2 Medium
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Apply
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

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39) Natalie is reading government reports on the economy of Morocco so she can make a report to her manager about the viability of opening a branch of her company there. Which step in the marketing research process is Natalie conducting?
A) defining the research problem and establish research objectives
B) communicating the results to decision makers
C) analyzing, interpreting, and summarizing the results
D) considering the costs and benefits of the research effort
E) gathering the relevant data from secondary or primary sources, or both

Answer: E
Explanation: Natalie is in the third step in the marketing research process: gather the relevant data from secondary or primary sources, or both.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

40) Once a researcher has defined the research problem and established research objectives, the researcher should
A) effectively communicate the problem and objectives to decision makers.
B) analyze, interpret, and summarize the results.
C) determine the sources of information to fulfill the research objectives.
D) assess the suitability of available statistical methods for analyzing the data.
E) evaluate the cost and benefits of the research effort.

Answer: C
Explanation: Once the problem is adequately defined and research objectives have been established, a researcher must determine the availability of the information needed.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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41) Marco has decided to use information collected by other researchers in his upcoming research project on cultural trends. This is an example of using a _____ data source.
A) first-hand
B) secondary
C) primary
D) direct
E) personal

Answer: B
Explanation: Secondary data sources are those that have already been collected by others.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-01 The importance of problem definition in international research.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

42) In the context of sources of data, commercial sources, trade associations, management groups, and state and local governments are examples of _____ data.
A) first-hand
B) secondary
C) primary
D) personal
E) direct

Answer: B
Explanation: Commercial sources, trade associations, management groups, and state and local governments are additional secondary data sources for a researcher. Secondary data has been collected by an independent agency or individual other than the firm conducting research.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-02 The problems of availability and use of secondary data.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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43) Which statement is true about the reliability of secondary data while conducting market research?
A) The data in less developed countries are particularly prone to being less positive in nature when reported by these countries.
B) Reliability of data remains unaffected by the prevailing tax structures in countries.
C) Official statistics are sometimes too optimistic, reflecting national pride rather than practical reality.
D) Economic data about less developed countries are more reliable when reported by these countries.
E) Willful errors in the reporting of marketing data are predominantly absent in most industrialized countries.

Answer: C
Explanation: Available data may not have the level of reliability necessary for confident decision making for many reasons. Official statistics are sometimes too optimistic, reflecting national pride rather than practical reality, while tax structures and fear of the tax collector often adversely affect data.
Difficulty: 2 Medium
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-02 The problems of availability and use of secondary data.
Bloom's: Understand
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

44) Next to the United States, which country has the best quantity and quality of marketing-related data available?
A) Brazil
B) Australia
C) China
D) Japan
E) Kenya

Answer: D
Explanation: While the quantity and quality of marketing-related data available in the United States is unmatched in other countries, things are improving. The data available on and in Japan is a close second, and several European countries do a good job of collecting and reporting data.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-02 The problems of availability and use of secondary data.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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45) Maureen leads the international marketing department of Mayfone, a smartphone manufacturer. Mayfone has recently decided to expand its presence in Ecuador. As part of the marketing research effort, Maureen has decided to use data on competitors provided by independent market research agencies located in Ecuador. In the context of assimilating secondary data, which of the following problems is Maureen most likely to face?
A) defining the research problem
B) communicating the results
C) comparability of data
D) storage of data
E) willingness to respond

Answer: C
Explanation: In this case, Maureen would most likely face the problem of comparability of data. The problems associated with the use of secondary data include its availability, reliability, and comparability. Comparability of data can even be a problem when the best commercial research firms collect data across countries, and managers are well advised to query their vendors about this problem.
Difficulty: 2 Medium
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-02 The problems of availability and use of secondary data.
Bloom's: Apply
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

46) What is most likely a problem associated with the use of secondary data?
A) defining the research problem
B) ability to communicate opinions
C) reliability of data
D) storage of data
E) willingness to respond

Answer: C
Explanation: The problems associated with the use of secondary data include its availability, reliability, and comparability.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-02 The problems of availability and use of secondary data.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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47) What question should a marketing researcher ask when trying to establish the reliability of secondary data sources in the international arena?
A) How much do the data cost?
B) What language is used in the parent country?
C) How long did it take to complete the survey in question?
D) Who collected the data?
E) What type of survey was used during the data collection process?

Answer: D
Explanation: To effectively judge the reliability of secondary data sources, following questions should be asked: Who collected the data? For what purposes were the data collected? How (by what methodology) were the data collected? Are the data internally consistent and logical in light of known data sources or market factors?
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-03 Sources of secondary data.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

48) _____ data refers to the data that are collected specifically for the particular research project at hand when research questions are still unanswered after seeking all reasonable secondary data sources.
A) Derived
B) Primary
C) Referential
D) Syndicated
E) Cohort

Answer: B
Explanation: If, after seeking all reasonable secondary data sources, research questions are still not adequately answered, the market researcher must collect primary data—that is, data collected specifically for the particular research project at hand.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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49) What is one of the two basic types into which marketing research methods can be grouped?
A) analytical research
B) qualitative research
C) descriptive research
D) deductive research
E) exploratory research

Answer: B
Explanation: Marketing research methods can be grouped into two basic types: quantitative and qualitative research. In both methods, the marketer is interested in gaining knowledge about the market.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

50) In _____, usually a large number of respondents are asked to reply, either verbally or in writing, to structured questions using a specific response format or to select a response from a set of choices.
A) quantitative research
B) a focus group interview
C) descriptive research
D) an in-depth interview
E) explanatory research

Answer: A
Explanation: In quantitative research, usually a large number of respondents are asked to reply, either verbally or in writing, to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices. The structured responses received in a survey can be summarized in percentages, averages, or other statistics.
Difficulty: 1 Easy
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Remember
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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51) Before launching its latest line of environment-friendly and child-friendly wooden toys, a toy manufacturer gave samples of these toys to a large and culturally diverse set of families. It then conducted a survey in which the parents were asked to rate the toys on a step-wise scale of "not satisfied" to "extremely pleased." This research is most likely an example of _____ research.
A) quantitative
B) longitudinal
C) descriptive
D) qualitative
E) explanatory

Answer: A
Explanation: In this case, the type of research used is quantitative. In quantitative research, usually a large number of respondents are asked to reply, either verbally or in writing, to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices.
Difficulty: 2 Medium
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Apply
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

52) Before launching its latest line of health drinks, a beverage manufacturer provided free samples of the health drinks to families. It then conducted a survey with mostly open-ended questions in which the participants were asked about their first impressions about the drinks. This is an example of _____ research.
A) qualitative
B) analytical
C) quantitative
D) laboratory
E) statistical

Answer: A
Explanation: In this case, the researchers conducted qualitative research. In qualitative research, if questions are asked, they are almost always open-ended or in-depth, and unstructured responses that reflect the person's thoughts and feelings on the subject are sought.
Difficulty: 2 Medium
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Apply
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

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53) Which statement is true about qualitative research?
A) It provides a marketer with responses that can be presented with precise estimations.
B) It includes recording consumers' first impressions about products.
C) It usually involves asking respondents to select a response from a set of choices.
D) Data from qualitative research can be easily summarized in percentages, averages, or other statistics.
E) It is generally associated with survey research that involves yes/no questions.

Answer: B
Explanation: In qualitative research, if questions are asked, they are almost always open-ended or in-depth, and unstructured responses that reflect the person's thoughts and feelings on the subject are sought. Consumers' first impressions about products may be useful.
Difficulty: 2 Medium
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Understand
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

54) Qualitative research studies
A) responses that can be presented with precise estimations.
B) the dynamic interplay of peoples' feelings and ideas.
C) respondents who are asked to select a response from a set of choices.
D) data that can be summarized in percentages, averages, or other statistics.
E) survey research that involves yes/no questions.

Answer: B
Explanation: Qualitative research seeks to interpret what the people in the sample are like—their outlooks, their feelings, the dynamic interplay of their feelings and ideas, their attitudes and opinions, and their resulting actions.
Difficulty: 2 Medium
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Understand
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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55) Which statement is true about quantitative research?
A) It includes direct observation of consumers in choice or product usage situations.
B) It studies the dynamic interplay between peoples' feelings and their resulting actions.
C) It is generally associated with survey research that involves yes/no questions.
D) It includes recording consumers' first impressions about products.
E) It almost always uses open-ended or in-depth and unstructured responses.

Answer: C
Explanation: In quantitative research, usually a large number of respondents are asked to reply, either verbally or in writing, to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices.
Difficulty: 2 Medium
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Understand
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

56) Sarah asks the respondents in a research study a series of open-ended questions about the respondents' feelings and thoughts on the subject of child labor. Sarah is conducting _____ research.
A) statistical
B) qualitative
C) tertiary
D) quantitative
E) numerical

Answer: B
Explanation: In this case, Sarah is conducting qualitative research. In qualitative research, if questions are asked, they are almost always open-ended or in-depth, and unstructured responses that reflect a person's thoughts and feelings on the subject are sought.
Difficulty: 2 Medium
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-04 Quantitative and qualitative research methods.
Bloom's: Apply
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

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57) In the international arena, the greatest problem in sampling stems from the
A) lack of adequate demographic data from which meaningful samples can be drawn.
B) lack of expertise in designing sampling layouts for a nondomestic market.
C) higher probability of foreign government intervention in the sampling process.
D) inability of international market researchers to speak foreign languages.
E) difficulty in determining sample size suitable for the relevant foreign market.

Answer: A
Explanation: In the international arena, the greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. If current, reliable lists are not available, sampling becomes more complex and generally less reliable.
Difficulty: 2 Medium
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Understand
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

58) In many rural areas, there are no street maps, some streets are not identified, and some houses are not numbered. Which of the following aspects of market research is this situation most likely to directly affect?
A) product enhancement analysis
B) inventory analysis
C) the optimization process
D) the sampling process
E) the decentralization process

Answer: D
Explanation: The greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. If current, reliable lists are not available, sampling becomes more complex and generally less reliable. The researcher has to estimate characteristics and population parameters, sometimes with little basic data on which to build an accurate estimate.
Difficulty: 2 Medium
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Understand
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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59) The most universal survey research problem in foreign countries is the _____ barrier.
A) technological
B) legal
C) cultural
D) literacy
E) language

Answer: E
Explanation: The most universal survey research problem in foreign countries is the language barrier. Differences in idiom and the difficulty of exact translation create problems in eliciting the specific information desired and in interpreting the respondents' answers.
Difficulty: 1 Easy
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

60) A toy manufacturer conducted a survey to estimate the market demand for its specialized wood-based toys in a foreign country. For the survey, it interviewed all the families in four rural towns of that country but it did not have sufficient information to make the distinction between those with children and those without children. The market demand forecast based on this survey failed to match the actual demand for the toys. Which of the following is the most likely reason for this failure?
A) difficulty in defining the research objective
B) unwillingness of the respondents to reply to survey questions
C) difficulty in translating the responses
D) inappropriate sample selection due to lack of adequate demographic data
E) lack of appropriate methods for analyzing the data

Answer: D
Explanation: The actual demand for the toys did not match the forecast made on the basis of the survey due to inappropriate sample selection. The greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. The adequacy of sampling techniques is also affected by a lack of detailed social and economic information.
Difficulty: 3 Hard
Topic: Options for Conducting Survey-Based Research
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Apply
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

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61) Back translations may not always ensure an accurate translation because of commonly used idioms in both languages. Which type of translation is used to overcome this problem?
A) serial translation
B) centering
C) linear translation
D) complimentary translation
E) parallel translation

Answer: E
Explanation: Parallel translation overcomes the problems faced in back translation. In this process, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation selected.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

62) Marketers use three different techniques to ferret out translation errors in marketing research questionnaires ahead of time. What is one of these techniques?
A) simultaneous translation
B) serial translation
C) back translation
D) linear translation
E) recentering

Answer: C
Explanation: Marketers use three different techniques, back translation, parallel translation, and decentering, to help ferret out translation errors ahead of time.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
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63) In _____ translation, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation selected.
A) parallel
B) recentering
C) linear
D) random
E) front

Answer: A
Explanation: Parallel translation overcomes the problems faced in back translation. In this process, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation selected.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

64) Decentering is a hybrid of _____ translation.
A) parallel
B) simultaneous
C) linear
D) random
E) back

Answer: E
Explanation: Decentering is a hybrid of back translation. It is a successive process of translation and retranslation of a questionnaire, each time by a different translator. In this process, the wording of the original instrument undergoes a change, and the version that is finally used and its translation have equally comprehensive and equivalent terminologies in both languages.
Difficulty: 1 Easy
Topic: Problems with Market Research in Foreign Markets
Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries.
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